WHAT IS CLAIMED

1. A method for conveying individualized content in a distributed computer system, said method comprising:

broadcasting a plurality of modules from a server to a client device, at least one of said modules having an associated module number;

sending search criteria from the client device to the server;

receiving the search criteria at the server and identifying a qualifying module number which corresponds to the search criteria;

sending the qualifying module number to the client device;

receiving the qualifying module number at the client device; and

retrieving a first module of said modules at the client device, in response to matching the received qualifying module number to said first module.

2. The method of claim 1, further comprising displaying information corresponding to the first module on a display associated with said client device.

3. The method of claim 2, further comprising:

a viewer generating a video request based upon said displayed information, said video being associated with said first module;

sending said video request to said server; and

sending a video corresponding to said video request from the server to the client device.

4. The method of claim 3, further comprising:

inserting the requested video in a designated channel location in a broadcast;

sending the designated channel location from the server to the client device; and

using the designated channel location to retrieve the requested video from the broadcast at the client device.

5. The method of claim 3, further comprising:

sending a broadcast time for the requested video to the client device;

inserting the requested video in a broadcast at the broadcast time; and

retrieving the video from the broadcast at the client device at the broadcast time.

6. The method of claim 3, further comprising continuously sending said video from the server until an acknowledgement of receipt is received by the server from the client device.

7. The method of claim 3, further comprising continuously sending said video from the server for a predetermined period of time.

8. The method of claim 1, further comprising sending a selected advertisement associated with the search request to the client device.

9. The method of claim 8, wherein said advertisement comprises a video.

10. A distributed computing system for conveying individualized content, said system comprising:

a server configured to broadcast a plurality of modules, at least one of said modules having an associated module number; and

a receiving station coupled to receive said modules, wherein said receiving station is configured to:

display a selection menu;

receive search criteria from a user; and

send said search criteria to the server;

wherein said server is further configured to receiving the search criteria, identify a qualifying module number corresponding to the search criteria, and send the qualifying module number to the client device; and

wherein said receiving station is further configured to:

receive the qualifying module number at the client device; and

retrieve a first module of said modules, in response to matching the received qualifying module number to said first module.

11. The system of claim 10, wherein said receiving station is further configured to:

display information corresponding to the first module;

generate a video request based upon said displayed information;

send said video request to said server; and

receive a video corresponding to said video request from the server, in response to said request.

12. The system of claim 11, wherein said server is further configured to insert the requested video in a designated channel location in a broadcast and send the designated channel location to the receiving station, and wherein the receiving station is further configured to use the designated channel location to retrieve the requested video from the broadcast.

13. The system of claim 11, wherein the server is further configured to send a broadcast time for the requested video to the client device and insert the requested video in a broadcast at the broadcast time, and wherein the receiving station is further configured to retrieve the video from the broadcast at the broadcast time.

14. The system of claim 11, wherein said server is configured to continuously convey said requested video until an acknowledgement of receipt is received from the receiving station.

15. The system of claim 10, wherein said server if further configured to:
identify an advertisement associated with the search request; and
send the advertisement to the receiving station.

16. A receiving station for use in a distributed computing system, said receiving station comprising:

circuitry configured to receive a broadcast signal comprising a plurality of modules, at least one of said modules having an associated module number;

processing circuitry configured to:
receive search criteria from a user;
send said search criteria to a server;
receive from said server a qualifying module number, said number corresponding to the search criteria; and
retrieve a first module of said modules, in response to matching the received qualifying module number to said first module.

17. The receiving station of claim 16, wherein said processing circuitry is further configured to:
display information corresponding to the retrieved first module;
generate a video request based upon said displayed information;
send said video request to a server; and
receive a video corresponding to said video request from the server, in response to said request.

18. A broadcast station for use in a distributed computing system, said broadcast station comprising:

a database; and

a server coupled to said database, wherein said server is configured to:

broadcast a plurality of modules to a plurality of client devices, at least one of said modules having an associated module number;

receive search criteria from one of said client devices;

identify a qualifying module number corresponding to the search criteria, and send the qualifying module number to the client device;

receive a video request from said client device, said request being based upon information corresponding to the qualifying module;

retrieve a video corresponding to said video request from said database, in response to said request; and

convey said retrieved video to said client.

19. The broadcast station of claim 18, wherein said server is further configured to:

identify an advertisement associated with the received search criteria;

retrieve the advertisement from the database; and

sending the advertisement to the client device.

20. A computer readable medium containing program instructions, wherein said program instructions are executable to:

broadcast a plurality of modules from a server to a client device, at least one of said modules having an associated module number;

send search criteria from the client device to the server;

receive the search criteria at the server and identify a qualifying module number corresponding to the search criteria;

send the qualifying module number to the client device;

receive the qualifying module number at the client device; and

retrieve a first module of said modules at the client device, in response to matching the received qualifying module number to said first module.

21. The medium of claim 20, wherein said program instructions are further executable to display information corresponding to the first module on a display associated with said client device.

22. The medium of claim 21, wherein said program instructions are further executable to:

generate a video request based upon said displayed information, said video being associated with said first module;

send said video request to said server; and

send a video corresponding to said video request from the server to the client device.

23. The medium of claim 22, wherein said program instructions are further executable to identify and send a selected advertisement associated with the search request to the client device.